

Mitchell BIA Minutes
October 14th 2015

Attendance:

Melissa McGoldrick , Jeff Brick, Viola Tyler, Karen Lagan, Jamie Huenemoerder, Dustin Smith, Steve Walkom, Nancy Dearing, Brent Scheider, Coralee Foster

Call to Order: 6:18pm

***Motion was made to approve the minutes from the September meeting
Seconded by: Viola Tyler***

There was no conflict of interest

Financial:

Karen Lagan presented the budget for the BIA. It shows money being spent on the streetscape promotion. The Passports were mailed out and paid for the cost was \$552.00. There is some surplus from the shirts but not sure yet how much but will find out for next meeting.

Discussion:

Christmas BIA bucks to have 4000 printed – to start to sell them on November 13th until December 11th. When the Mitchell Advocate prints up the Christmas BIA Bucks we need to make sure that Zehrs Insurance is on – instead of Campbell Insurance. Also need to Take off the beer store and liquor store, Post office and Banks. Advertising banner ad on November 11th black and white banner ad for \$95.00. Do the ear lungs to promote the Christmas bia bucks starting now. November 18th is the blanket coverage from the Advocate about Christmas

***Brent Schneider made a motion to deposit the Christmas BIA buck into TD
Canada trust.
Second: Dustin Smith***

Website: Many hits on website Brent to spend info on the numbers that will be added to the minutes.

Facebook: - Jamie is doing posting on facebook and Brent has been able to add Cathy as an administrator as well.

It was decided that we would do a boost on facebook for the Christmas BIA bucks. The boost will be a contest on facebook to like and share the Mitchell BIA Facebook page and then they will be entered into a draw to win two \$50.00 BIA bucks. The boost spend will be \$75.00 and run the contest.

***Nancy Dearing made a motion to do a \$75.00 boost on facebook for the
Christmas BIA bucks and have two \$50.00 contest winners, the bia bucks will
come from the town hall. To start on November 13 to December 11th and make
the draw on December 11th .***

Seconded by: Jamie Huenemoerder

Streetscape

The work is to be completed by October 30th.

The streetscape group will meet on October 27th and will have more details

Snow Removal:

Steve received one written quote for snow removal. The quote is \$3875.00 for the season -\$2790.00 for salt- have to be done at some time. The snow removal would be done at 3:00am. The second quote was verbal and was \$400 to \$500 every time they removed the snow. The written quote will be in the minutes.

The snow removal will be further investigated by the next meeting.

One of the big questions is what are the people using to remove the snow with?

Jeff Brick will get the Insurance specs from Stratford to see what they have for snow plowing. Jeff is trying to get a bi law officer in place for Mitchell.

PCVA:

PCVA advertising will be postponed until the next meeting

Christmas Gala:

The small Business Christmas party is November 28th – social hour 6 to 7, \$30.00 per person. Dinner at 7:00 , there will be live music, the committee will ask Dustin Smith. Jamie made a flyer and it was mentioned that it could have Viola and Nancy's phone numbers on it, also add an email address. Joyce had mentioned that a cut off sheet at bottom of the flyer is what they used before then the people can add their name business and the cheque. Jamie is going to send the flyer to me and I will send it our through the BIA email and Christine will also be sending it out to the small businesses.

Note change to: November 4th – BIA meeting next time